

Quality
CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD



FROZEN RAW NUGGETS
★ ★ complete & balanced ★ ★
SERVE AS A MEAL OR A MIXER

Primal Raw Frozen Packaging Update

NEW LOOK
SAME
PRIMAL
QUALITY

Was

Is



Front



Front

Complete & Balanced →

Product name/form →

Protein hero photography →

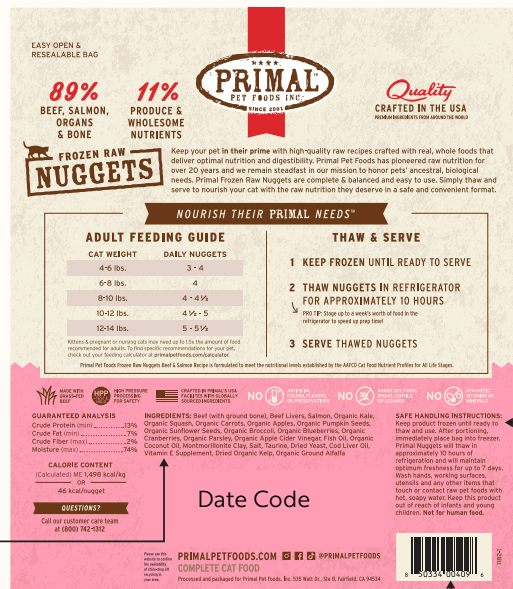
Recipe name →

Protein statement & no synthetics →

Product use & net weight →



Back



Back

Protein to produce ratio →

Feeding guide →

AAFCO statement →

Updated set of product icons (and removal of icon for protein temperature) →

Guaranteed analysis →

Calories →

Customer service number →

Ingredients →

Bar code →

Safe handling

Date Code

Recipe name

Bottom

Quality

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Primal Raw Frozen Packaging Update



Was

Is

BEEF & SALMON
RECIPE

Beef (with ground bone), Beef Liver, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, **Organic Parsley**, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Fish Oil, **Cod Liver Oil**, Organic Coconut Oil, **Dried Yeast**, **Taurine**, Salt, Vitamin E Supplement, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, Organic Ground Alfalfa, Dried Organic Kelp

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 7%
Crude Fiber (max) 2%
Moisture (max) 74%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1498 kcal/kg or 46 kcal
per nugget

89% BEEF, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 7%
Crude Fiber (max) 2%
Moisture (max) 74%

CALORIE CONTENT
(Calculated) ME
1498 kcal/kg or 46 kcal
per nugget

89% BEEF, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

Beef (with ground bone), Beef Livers, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Organic Parsley**, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, **Montmorillonite Clay**, Salt, **Taurine**, **Dried Yeast**, **Cod Liver Oil**, Vitamin E Supplement, **Dried Organic Kelp**, Organic Ground Alfalfa

CHICKEN & SALMON
RECIPE

Chicken (with ground bone), Chicken Liver, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Dried Yeast**, Organic Apple Cider Vinegar, Montmorillonite Clay, Salt, Fish Oil, Cod Liver Oil, Organic Coconut Oil, **Taurine**, Vitamin E Supplement, **Organic Ground Alfalfa**, **Dried Organic Kelp**

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 8%
Crude Fiber (max) 2%
Moisture (max) 73%

CALORIE CONTENT
(Calculated) ME
1422 kcal/kg or 44 kcal
per nugget

89% CHICKEN, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 7%
Crude Fiber (max) 2%
Moisture (max) 75%

CALORIE CONTENT
(Calculated) ME
1422 kcal/kg or 44 kcal
per nugget

89% CHICKEN, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

Chicken (with ground bone), Chicken Livers, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Dried Yeast**, Montmorillonite Clay, Salt, **Taurine**, Fish Oil, Cod Liver Oil, Organic Coconut Oil, Vitamin E Supplement, **Dried Organic Kelp**, **Organic Ground Alfalfa**

PORK
RECIPE

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, **Montmorillonite Clay**, **Dried Yeast**, Fish Oil, Organic Coconut Oil, **Taurine**, Cod Liver Oil, Salt, Vitamin E Supplement, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**

GUARANTEED ANALYSIS
Crude Protein (min) 14%
Crude Fat (min) 6%
Crude Fiber (max) 2%
Moisture (max) 74%

CALORIE CONTENT
(Calculated) ME
1278 kcal/kg or 40 kcal
per nugget

91% PORK, SALMON, ORGANIC & BONE 9% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 6%
Crude Fiber (max) 2%
Moisture (max) 76%

CALORIE CONTENT
(Calculated) ME
1278 kcal/kg or 40 kcal
per nugget

91% PORK, SALMON, ORGANIC & BONE 9% PRODUCE & WHOLESALE NUTRIENTS

Pork (with ground bone), Pork Livers, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, **Dried Yeast**, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Salt, **Taurine**, Cod Liver Oil, Vitamin E Supplement, **Dried Organic Kelp**, Organic Ground Alfalfa

RABBIT
RECIPE

Rabbit (with ground bone), Egg, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Cod Liver Oil, Dried Yeast, Fish Oil, Organic Coconut Oil, Montmorillonite Clay, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, **Taurine**, Salt, Vitamin E Supplement, Organic Ground Alfalfa, **Dried Organic Kelp**

GUARANTEED ANALYSIS
Crude Protein (min) 17%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 74%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1221 kcal/kg or 38 kcal
per nugget

88% RABBIT, SALMON, ORGANIC & BONE 12% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 16%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 74%

CALORIE CONTENT
(Calculated) ME
1221 kcal/kg or 38 kcal
per nugget

88% RABBIT, SALMON, ORGANIC & BONE 12% PRODUCE & WHOLESALE NUTRIENTS

Rabbit (with ground bone), Egg, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Cod Liver Oil, Dried Yeast, Fish Oil, Organic Coconut Oil, Montmorillonite Clay, Salt, **Taurine**, Vitamin E Supplement, **Dried Organic Kelp**, Organic Ground Alfalfa

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Primal Raw Frozen Packaging Update



Was

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TURKEY
RECIPE

Turkey (with ground bone), Turkey Liver, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Dried Yeast, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, **Salt**, Cod Liver Oil, Taurine, Vitamin E Supplement, **Organic Ground Alfalfa**, **Dried Organic Kelp**

GUARANTEED ANALYSIS

Crude Protein (min) 15%
Crude Fat (min)..... 4%
Crude Fiber (max)..... 2%
Moisture (max) 75%

CALORIE CONTENT

(Calculated) ME
1155 kcal/kg or 36 kcal
per nugget

90% TURKEY, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS

Crude Protein (min) 15%
Crude Fat (min)..... 4%
Crude Fiber (max)..... 2%
Moisture (max) 75%

CALORIE CONTENT

(Calculated) ME
1155 kcal/kg or 36 kcal
per nugget

90% TURKEY, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

Turkey (with ground bone), Turkey Livers, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Dried Yeast, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, Cod Liver Oil, **Salt**, Taurine, Vitamin E Supplement, **Dried Organic Kelp**, **Organic Ground Alfalfa**

VENISON
RECIPE

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Apples, Organic Carrots, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Montmorillonite Clay, **Cod Liver Oil**, Fish Oil, Organic Coconut Oil, Salt, Dried Yeast, Taurine, Vitamin E Supplement, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, Organic Ground Alfalfa, Dried Organic Kelp

GUARANTEED ANALYSIS

Crude Protein (min) 17%
Crude Fat (min)..... 5%
Crude Fiber (max)..... 5%
Moisture (max) 72%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT

(Calculated) ME
1246 kcal/kg or 39 kcal
per nugget

90% VENISON, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS

Crude Protein (min) 17%
Crude Fat (min)..... 5%
Crude Fiber (max)..... 5%
Moisture (max) 73%

CALORIE CONTENT

(Calculated) ME
1237 kcal/kg or 39 kcal
per nugget

90% VENISON, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

Venison (with ground bone), Venison Livers, Organic Kale, Organic Squash, Organic Apples, Organic Carrots, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, **Cod Liver Oil**, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, Salt, Dried Yeast, Taurine, Vitamin E Supplement, **Dried Organic Kelp**, **Organic Ground Alfalfa**

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Complete & Balanced →

Product name/form →

Protein hero photography →

Recipe name →

Protein statement & no synthetics →

Product use & net weight →



Front

Front

Protein to produce ratio →

Feeding guide →

AAFCO statement →

Updated set of product icons (and removal of icon for protein temperature) →

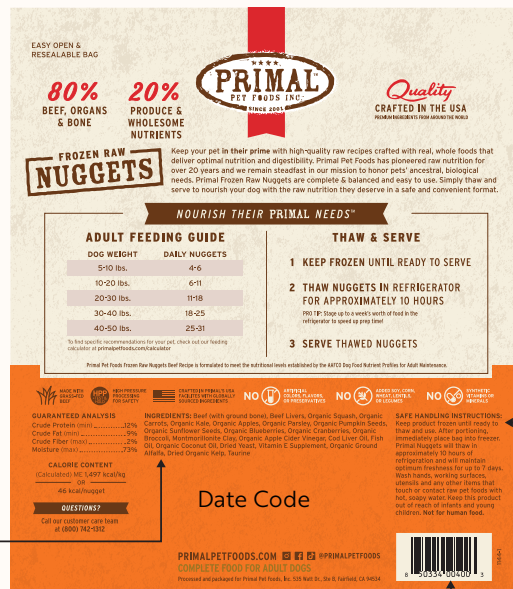
Guaranteed analysis →

Calories →

Customer service number →

Ingredients →

Bar code →



Back

Safe handling

Date Code

Back

Back

Bottom

Recipe name



Quality

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Primal Raw Frozen Packaging Update



Was

Is

BEEF
RECIPE

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 14%
Crude Fat (min) 8%
Crude Fiber (max) 2%
Moisture (max) 72%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1430 kcal/kg or 44 kcal
per nugget

80% BEEF, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 12%
Crude Fat (min) 9%
Crude Fiber (max) 2%
Moisture (max) 73%

CALORIE CONTENT
(Calculated) ME
1497 kcal/kg or 46 kcal
per nugget

80% BEEF, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Beef (with ground bone), Beef Livers, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

CHICKEN
RECIPE

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Cod Liver Oil, **Dried Yeast**, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 12%
Crude Fat (min) 8%
Crude Fiber (max) 2%
Moisture (max) 74%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1412 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 12%
Crude Fat (min) 8%
Crude Fiber (max) 2%
Moisture (max) 76%

CALORIE CONTENT
(Calculated) ME
1412 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Dried Yeast**, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

LAMB
RECIPE

Lamb (with ground bone), Lamb Liver, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, **Organic Broccoli**, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Cod Liver Oil, **Dried Yeast**, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 11%
Crude Fat (min) 10%
Crude Fiber (max) 3%
Moisture (max) 72%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1524 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 11%
Crude Fat (min) 10%
Crude Fiber (max) 3%
Moisture (max) 72%

CALORIE CONTENT
(Calculated) ME
1524 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAIN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Lamb (with ground bone), Lamb Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, **Organic Broccoli**, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, **Dried Yeast**, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

PORK
RECIPE

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Dried Yeast, Cod Liver Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, **Liquid Lactobacillus acidophilus** fermentation product, **Liquid Lactobacillus casei** fermentation product, **Liquid Lactobacillus reuteri** fermentation product, **Liquid Bifidobacterium animalis** fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 7%
Crude Fiber (max) 2%
Moisture (max) 74%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1308 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAIN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 7%
Crude Fiber (max) 2%
Moisture (max) 74%

CALORIE CONTENT
(Calculated) ME
1308 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAIN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

Pork (with ground bone), Pork Livers, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Dried Yeast, Cod Liver Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

Quality

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Primal Raw Frozen Packaging Update



Was

Is

RABBIT
RECIPE

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, Organic Apple Cider Vinegar, Cod Liver Oil, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, **Liquid Lactobacillus acidophilus fermentation product**, **Liquid Lactobacillus casei fermentation product**, **Liquid Lactobacillus reuteri fermentation product**, **Liquid Bifidobacterium animalis fermentation product**, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 14%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 77%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1080 kcal/kg or 34 kcal
per nugget

81% RABBIT, BONE & ORGAN 19% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 78%

CALORIE CONTENT
(Calculated) ME
1080 kcal/kg or 35 kcal
per nugget

81% RABBIT, BONE & ORGAN 19% PRODUCE & WHOLESOME NUTRIENTS

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, **Vitamin E Supplement**, **Organic Ground Alfalfa**, **Dried Organic Kelp**, Taurine

TURKEY/SARDINE
RECIPE

Turkey (with ground bone), Whole Sardines, Turkey Livers, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Dried Yeast**, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 77%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1095 kcal/kg or 34 kcal
per nugget

80% TURKEY, SARDINE, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 13%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 77%

CALORIE CONTENT
(Calculated) ME
1127 kcal/kg or 36 kcal
per nugget

80% TURKEY, SARDINE, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Turkey (with ground bone), Whole Sardines, Turkey Livers, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Dried Yeast**, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

VENISON
RECIPE

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, **Liquid Lactobacillus acidophilus fermentation product**, **Liquid Lactobacillus casei fermentation product**, **Liquid Lactobacillus reuteri fermentation product**, **Liquid Bifidobacterium animalis fermentation product**, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) 16%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 73%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
1218 kcal/kg or 38 kcal
per volumetric cup

81% VENISON, ORGAN & BONE 19% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 15%
Crude Fat (min) 4%
Crude Fiber (max) 2%
Moisture (max) 73%

CALORIE CONTENT
(Calculated) ME
1218 kcal/kg or 38 kcal
per volumetric cup

81% VENISON, ORGAN & BONE 19% PRODUCE & WHOLESOME NUTRIENTS

Venison (with ground bone), Venison Livers, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Taurine

Quality
CRAFTED IN THE USA
 PREMIUM INGREDIENTS FROM AROUND THE WORLD



FREEZE-DRIED RAW NUGGETS
 ★★ complete & balanced ★★
 SERVE AS A MEAL OR A MIXER



Primal Nuggets Packaging Update

NEW LOOK
SAME PRIMAL
QUALITY

Was

Is



Front

Complete & Balanced →

Product name/form →

Protein hero photography →

Recipe name →

Protein statement & no synthetics →

Product use & net weight →

Safe handling & customer service number →



Front



Side



Back

Protein to produce ratio →

Feeding guide →

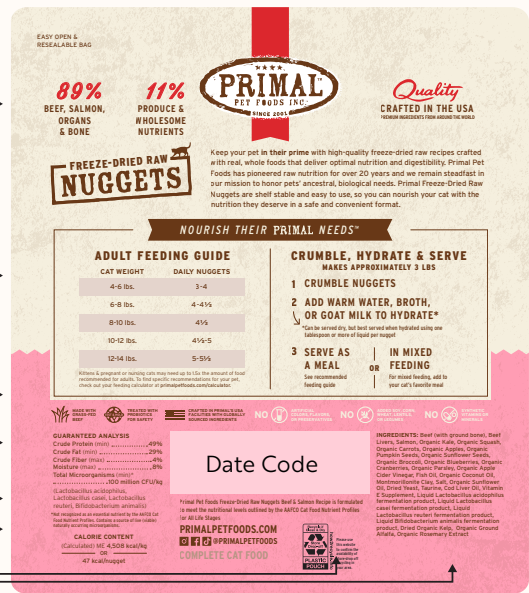
Updated set of product icons (and removal of icon for protein temperature) →

Guaranteed analysis →

AAFCO statement →

Calories H2R →

Ingredients →



Back

Date Code



Side

Recipe name →

Bar code →



Bottom



Quality

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PREMIUM INGREDIENTS FROM AROUND THE WORLD



Primal Nuggets Packaging Update



Was

Is

BEEF
RECIPE

Beef (with ground bone), Beef Liver, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, **Organic Parsley**, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay, Fish Oil, Cod Liver Oil, Organic Coconut Oil**, Organic Sunflower Oil, Dried Yeast, Taurine, Salt, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Organic Ground Alfalfa**, Dried Organic Kelp, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 49%
Crude Fat (min) 29%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4508 kcal/kg or 46 kcal per nugget

89% BEEF, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 49%
Crude Fat (min) 29%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4508 kcal/kg or 47 kcal per nugget

89% BEEF, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

Beef (with ground bone), Beef Livers, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Organic Parsley**, Organic Apple Cider Vinegar, **Fish Oil, Organic Coconut Oil, Montmorillonite Clay, Salt**, Organic Sunflower Oil, Dried Yeast, Taurine, **Cod Liver Oil**, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Dried Organic Kelp, **Organic Ground Alfalfa**, Organic Rosemary Extract

CHICKEN
RECIPE

Chicken (with ground bone), Chicken Liver, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, **Organic Sunflower Seeds**, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Dried Yeast, **Organic Apple Cider Vinegar**, Montmorillonite Clay, Salt, Fish Oil, Cod Liver Oil, Organic Coconut Oil, **Taurine**, Organic Rosemary Extract, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**

GUARANTEED ANALYSIS
Crude Protein (min) 47%
Crude Fat (min) 32%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4681 kcal/kg or 44 kcal per nugget

89% CHICKEN, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 47%
Crude Fat (min) 32%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4681 kcal/kg or 45 kcal per nugget

89% CHICKEN, SALMON, ORGANIC & BONE 11% PRODUCE & WHOLESALE NUTRIENTS

Chicken (with ground bone), Chicken Livers, Salmon, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, **Organic Sunflower Seeds**, Organic Sunflower Oil, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Organic Apple Cider Vinegar**, Dried Yeast, Montmorillonite Clay, Salt, **Taurine**, Fish Oil, Cod Liver Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, **Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa

PORK
RECIPE

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Montmorillonite Clay, **Dried Yeast**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, **Taurine**, Cod Liver Oil, **Salt**, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 53%
Crude Fat (min) 26%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4356 kcal/kg or 40 kcal per nugget

91% PORK, ORGANIC & BONE 9% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 53%
Crude Fat (min) 26%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4356 kcal/kg or 40 kcal per nugget

91% PORK, SALMON, ORGANIC & BONE 9% PRODUCE & WHOLESALE NUTRIENTS

Pork (with ground bone), Pork Livers, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, **Dried Yeast**, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, **Salt**, Organic Sunflower Oil, **Taurine**, Cod Liver Oil, Vitamin E Supplement, **Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, Organic Rosemary Extract

RABBIT
RECIPE

Rabbit (with ground bone), Egg, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Cod Liver Oil, Dried Yeast, Fish Oil, Organic Coconut Oil, Montmorillonite Clay, Organic Sunflower Oil, Taurine, **Salt**, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 60%
Crude Fat (min) 20%
Crude Fiber (max) 2%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4046 kcal/kg or 38 kcal per nugget

88% RABBIT, ORGANIC & BONE 12% PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 57%
Crude Fat (min) 21%
Crude Fiber (max) 3%
Moisture (max) 8%
Total Microorganisms (min) 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4046 kcal/kg or 38 kcal per nugget

88% RABBIT, SALMON, ORGANIC & BONE 12% PRODUCE & WHOLESALE NUTRIENTS

Rabbit (with ground bone), Egg, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Cod Liver Oil, Dried Yeast, Fish Oil, Organic Coconut Oil, Montmorillonite Clay, **Salt**, Organic Sunflower Oil, Taurine, Vitamin E Supplement, **Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, Organic Rosemary Extract

Quality

CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD



Primal Nuggets Packaging Update



Was

Is

TURKEY
RECIPE

Turkey (with ground bone), Turkey Liver, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Parsley, **Organic Sunflower Oil**, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Dried Yeast, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, **Salt**, Cod Liver Oil, Taurine, Organic Rosemary Extract, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**

GUARANTEED ANALYSIS
Crude Protein (min) 57%
Crude Fat (min) 22%
Crude Fiber (max) 3%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4124 kcal/kg or 36 kcal
per nugget

90% TURKEY, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 57%
Crude Fat (min) 22%
Crude Fiber (max) 3%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4124 kcal/kg or 37 kcal
per nugget

90% TURKEY, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

Turkey (with ground bone), Turkey Livers, Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Pumpkin Seeds, **Organic Sunflower Seeds**, Organic Sunflower Oil, Organic Parsley, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Dried Yeast, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, Cod Liver Oil, **Salt**, Taurine, Organic Rosemary Extract, Vitamin E Supplement, **Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa

VENISON
RECIPE

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Apples, Organic Carrots, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Montmorillonite Clay, **Cod Liver Oil**, Fish Oil, Organic Coconut Oil, Salt, Organic Sunflower Oil, Dried Yeast, Taurine, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Ground Alfalfa, **Dried Organic Kelp**, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) 57%
Crude Fat (min) 19%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
3950 kcal/kg or 39 kcal
per nugget

90% VENISON, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) 57%
Crude Fat (min) 19%
Crude Fiber (max) 4%
Moisture (max) 8%
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
3950 kcal/kg or 39 kcal
per nugget

90% VENISON, ORGANIC & BONE 10% PRODUCE & WHOLESOME NUTRIENTS

Venison (with ground bone), Venison Livers, Organic Kale, Organic Squash, Organic Apples, Organic Carrots, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, **Cod Liver Oil**, Montmorillonite Clay, Fish Oil, Organic Coconut Oil, Salt, Organic Sunflower Oil, Dried Yeast, Taurine, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Dried Organic Kelp**, Organic Ground Alfalfa, Organic Rosemary Extract

Quality
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 PREMIUM INGREDIENTS FROM AROUND THE WORLD



FREEZE-DRIED RAW NUGGETS
 ★ ★ complete & balanced ★ ★
 SERVE AS A MEAL OR A MIXER

Primal Nuggets Packaging Update

NEW LOOK
 SAME
PRIMAL
 QUALITY

Was

Is



Front



Back

- Complete & Balanced →
- Product name/form →
- Protein hero photography →
- Recipe name →
- Protein statement & no synthetics →
- Product use & net weight →
- Safe handling & customer service number →

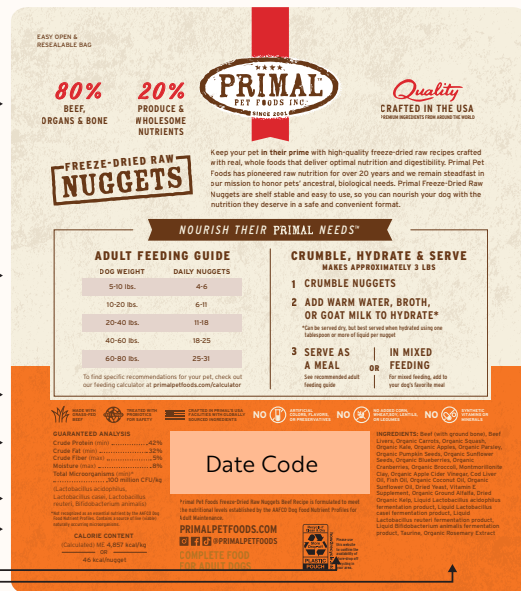


Front

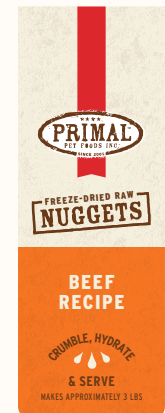


Side

- Protein to produce ratio →
- Feeding guide →
- Updated set of product icons (and removal of icon for protein temperature) →
- Guaranteed analysis →
- AAFCO statement →
- Calories H2R →
- Ingredients →



Back



Side

- Recipe name →
- Bar code →



Bottom

Quality

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Primal Nuggets Packaging Update



Was

Is

BEEF
RECIPE

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **46%**
Crude Fat (min) **29%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4465 kcal/kg or 44 kcal
per nugget

80% BEEF, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **42%**
Crude Fat (min) **32%**
Crude Fiber (max) **5%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4857 kcal/kg or 46 kcal
per nugget

80% BEEF, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

CHICKEN
RECIPE

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Organic Apple Cider Vinegar, **Montmorillonite Clay**, **Dried Yeast**, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **45%**
Crude Fat (min) **33%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4725 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **45%**
Crude Fat (min) **33%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4725 kcal/kg or 44 kcal
per nugget

80% CHICKEN, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, **Dried Yeast**, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

LAMB
RECIPE

Lamb (with ground bone), Lamb Liver, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Broccoli, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Cod Liver Oil, Organic Sunflower Oil, Dried Yeast, **Fish Oil**, **Organic Coconut Oil**, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **39%**
Crude Fat (min) **35%**
Crude Fiber (max) **6%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4742 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **39%**
Crude Fat (min) **35%**
Crude Fiber (max) **6%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4742 kcal/kg or 47 kcal
per nugget

80% LAMB, ORGAN & BONE 20% PRODUCE & WHOLESOME NUTRIENTS

Lamb (with ground bone), Lamb Liver, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Broccoli, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Fish Oil**, **Organic Coconut Oil**, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

PORK
RECIPE

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, **Dried Yeast**, Organic Sunflower Oil, Cod Liver Oil, Vitamin E, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **46%**
Crude Fat (min) **26%**
Crude Fiber (max) **7%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4367 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **46%**
Crude Fat (min) **26%**
Crude Fiber (max) **7%**
Moisture (max) **8%**
Total Microorganisms (min)
..... 100 million CFU/kg

CALORIE CONTENT
(Calculated) ME
4367 kcal/kg or 41 kcal
per nugget

82% PORK, ORGAN & BONE 18% PRODUCE & WHOLESOME NUTRIENTS

Pork (with ground bone), Pork Liver, Organic Kale, Organic Squash, Organic Parsley, Organic Apples, Organic Carrots, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, **Dried Yeast**, Cod Liver Oil, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

Quality

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PREMIUM INGREDIENTS FROM AROUND THE WORLD



Primal Nuggets Packaging Update



Was

Is

RABBIT
RECIPE

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp**, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **58%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
DHA (min) **0.1%**

CALORIE CONTENT
(Calculated) ME
3994 kcal/kg or 34 kcal per nugget

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **54%**
Crude Fat (min) **22%**
Crude Fiber (max) **3%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4194 kcal/kg or 35 kcal per nugget

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESOME NUTRIENTS

Rabbit (with ground bone), Organic Squash, Organic Carrots, Organic Kale, Organic Apples, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Parsley, Egg, Organic Sunflower Seeds, Organic Pumpkin Seeds, Dried Yeast, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, **Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Rosemary Extract, Taurine

TURKEY/SARDINE
RECIPE

Turkey (with ground bone), **Whole Sardines**, Turkey Livers, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Organic Apple Cider Vinegar, Montmorillonite Clay, Dried Yeast, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **41%**
Crude Fat (min) **18%**
Crude Fiber (max) **5%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4202 kcal/kg or 36 kcal per nugget

80% TURKEY, SARDINE, ORGAN & BONE **20%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **54%**
Crude Fat (min) **23%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4202 kcal/kg or 36 kcal per nugget

80% TURKEY, SARDINE, ORGAN & BONE **20%** PRODUCE & WHOLESOME NUTRIENTS

Turkey (with ground bone), Turkey Livers, **Whole Sardines**, Organic Squash, Organic Kale, Organic Carrots, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Dried Yeast, Montmorillonite Clay, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

VENISON
RECIPE

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **57%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
3999 kcal/kg or 38 kcal per volumetric cup

81% VENISON, ORGAN & BONE **19%** PRODUCE & WHOLESOME NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **57%**
Crude Fat (min) **19%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min) **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
3999 kcal/kg or 38 kcal per volumetric cup

81% VENISON, ORGAN & BONE **19%** PRODUCE & WHOLESOME NUTRIENTS

Venison (with ground bone), Venison Liver, Organic Kale, Organic Squash, Organic Carrots, Organic Apples, Organic Parsley, Organic Sunflower Seeds, Organic Pumpkin Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, **Montmorillonite Clay**, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine, Organic Rosemary Extract

Quality
CRAFTED IN THE USA
 PREMIUM INGREDIENTS FROM AROUND THE WORLD



FREEZE-DRIED RAW SCOOPABLE PRONTO
 ★★ complete & balanced ★★
 SERVE AS A MEAL OR A MIXER

Pan Pacific Pet

Primal Pronto Packaging Update

NEW LOOK
 SAME PRIMAL QUALITY

Was

Is



Front



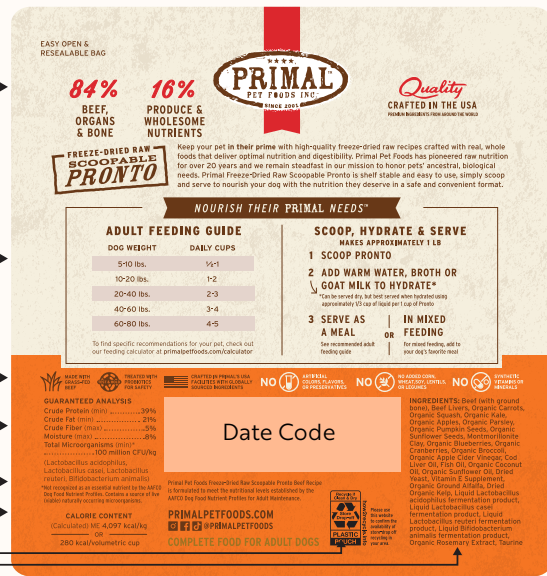
Back



Front



Side



Back



Side

Complete & Balanced →

Product name/form →

Protein hero photography →

Recipe name →

Protein statement & no synthetics →

Product use & net weight →

Safe handling & customer service number →

Protein to produce ratio →

Feeding guide →

Updated set of product icons (and removal of icon for protein temperature) →

Guaranteed analysis →

AAFCO statement →

Calories H2R →

Ingredients →

Recipe name →

Bar code →

Our newly designed bags present a strong shelf presence with product information easily available to the consumer.

Bottom

Quality

CRAFTED IN THE USA
PREMIUM INGREDIENTS FROM AROUND THE WORLD



FREEZE-DRIED RAW
SCOOPABLE
PRONTO
complete & balanced
SERVE AS A MEAL OR A MIXER

Primal Pronto Packaging Update

NEW LOOK
SAME
PRIMAL
QUALITY

Was

Is

BEEF
RECIPE

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, **Montmorillonite Clay**, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Organic Ground Alfalfa, Dried Organic Kelp, Vitamin E Supplement, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Taurine**, Organic Rosemary Extract

GUARANTEED ANALYSIS
Crude Protein (min) **41%**
Crude Fat (min) **18%**
Crude Fiber (max) **5%**
Moisture (max) **8%**
Total Microorganisms (min)
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
3905 kcal/kg or 268 kcal
per volumetric cup

84% BEEF, CHICKEN & BONE **16%** PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **39%**
Crude Fat (min) **21%**
Crude Fiber (max) **5%**
Moisture (max) **8%**
Total Microorganisms (min)*
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME **4,097 kcal/kg**
OR
280 kcal/volumetric cup

84% BEEF, CHICKEN & BONE **16%** PRODUCE & WHOLESALE NUTRIENTS

Beef (with ground bone), Beef Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, **Montmorillonite Clay**, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Rosemary Extract, **Taurine**

CHICKEN
RECIPE

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Sunflower Oil, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, **Dried Yeast**, **Montmorillonite Clay**, Fish Oil, Organic Coconut Oil, Organic Ground Alfalfa, Dried Organic Kelp, **Vitamin E Supplement**, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Organic Rosemary Extract**, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **39%**
Crude Fat (min) **30%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min)
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4586 kcal/kg or 311 kcal
per volumetric cup

88% CHICKEN, BEEF & BONE **12%** PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **39%**
Crude Fat (min) **30%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
Total Microorganisms (min)*
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME **4,586 kcal/kg**
OR
311 kcal/volumetric cup

89% CHICKEN, BEEF & BONE **11%** PRODUCE & WHOLESALE NUTRIENTS

Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Sunflower Oil, **Dried Yeast**, **Montmorillonite Clay**, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Cod Liver Oil, Fish Oil, Organic Coconut Oil, **Vitamin E Supplement**, **Organic Rosemary Extract**, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine

LAMB
RECIPE

Lamb (with ground bone), Lamb Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Cod Liver Oil**, **Montmorillonite Clay**, Organic Sunflower Oil, Dried Yeast, Fish Oil, Organic Coconut Oil, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Vitamin E Supplement, Organic Rosemary Extract, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **32%**
Crude Fat (min) **29%**
Crude Fiber (max) **7%**
Moisture (max) **8%**
Total Microorganisms (min)
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4434 kcal/kg or 315 kcal
per volumetric cup

82% LAMB, CHICKEN & BONE **18%** PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **32%**
Crude Fat (min) **29%**
Crude Fiber (max) **7%**
Moisture (max) **8%**
Total Microorganisms (min)*
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME **4,434 kcal/kg**
OR
300 kcal/volumetric cup

82% LAMB, CHICKEN & BONE **18%** PRODUCE & WHOLESALE NUTRIENTS

Lamb (with ground bone), Lamb Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, **Cod Liver Oil**, **Montmorillonite Clay**, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Fish Oil, Organic Coconut Oil, Organic Sunflower Oil, Dried Yeast, Vitamin E Supplement, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Rosemary Extract, Taurine

PORK
RECIPE

Pork (with ground bone), Pork Livers, Organic Kale, Organic Squash, Organic Carrot, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, **Montmorillonite Clay**, **Dried Yeast**, Fish Oil, Cod Liver Oil, Organic Coconut Oil, Organic Sunflower Oil, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Vitamin E Supplement**, Organic Rosemary Extract, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **42%**
Crude Fat (min) **24%**
Crude Fiber (max) **6%**
Moisture (max) **8%**
Total Microorganisms (min)
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4244 kcal/kg or 288 kcal
per volumetric cup

90% PORK, CHICKEN & BONE **10%** PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **42%**
Crude Fat (min) **24%**
Crude Fiber (max) **6%**
Moisture (max) **8%**
Total Microorganisms (min)*
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME **4,244 kcal/kg**
OR
288 kcal/volumetric cup

88% PORK, CHICKEN & BONE **12%** PRODUCE & WHOLESALE NUTRIENTS

Pork (with ground bone), Pork Livers, Organic Kale, Organic Squash, Organic Carrot, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, **Montmorillonite Clay**, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Apple Cider Vinegar, Fish Oil, Cod Liver Oil, Organic Coconut Oil, Organic Sunflower Oil, **Dried Yeast**, **Vitamin E Supplement**, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Organic Rosemary Extract, Taurine

PUPPY
RECIPE

Chicken (with ground bone), Chicken Livers, Beef (with ground bone), Salmon, Organic Squash, Organic Kale, Organic Carrot, Organic Apple, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Sunflower Oil, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, **Dried Yeast**, **Montmorillonite Clay**, Salt, **Cod Liver Oil**, Fish Oil, Organic Coconut Oil, Organic Rosemary Extract, Organic Ground Alfalfa, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, **Vitamin E Supplement**, Taurine

GUARANTEED ANALYSIS
Crude Protein (min) **38%**
Crude Fat (min) **24%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
DHA (min) **0.1%**
Total Microorganisms (min)
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME
4190 kcal/kg or 285 kcal
per volumetric cup

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESALE NUTRIENTS

GUARANTEED ANALYSIS
Crude Protein (min) **38%**
Crude Fat (min) **24%**
Crude Fiber (max) **4%**
Moisture (max) **8%**
DHA (min)* **0.1%**
Total Microorganisms (min)*
..... **100 million CFU/kg**

CALORIE CONTENT
(Calculated) ME **4,266 kcal/kg**
OR
290 kcal/volumetric cup

85% CHICKEN, BEEF & SALMON, BONE & ORGAN **15%** PRODUCE & WHOLESALE NUTRIENTS

Chicken (with ground bone), Chicken Livers, Beef (with ground bone), Salmon, Organic Squash, Organic Kale, Organic Carrot, Organic Apple, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, **Dried Yeast**, Organic Sunflower Oil, **Montmorillonite Clay**, Organic Blueberries, Organic Cranberries, Organic Broccoli, Organic Apple Cider Vinegar, Salt, Fish Oil, Organic Coconut Oil, **Vitamin E Supplement**, Organic Rosemary Extract, Organic Ground Alfalfa, **Cod Liver Oil**, Dried Organic Kelp, Liquid Lactobacillus acidophilus fermentation product, Liquid Lactobacillus casei fermentation product, Liquid Lactobacillus reuteri fermentation product, Liquid Bifidobacterium animalis fermentation product, Taurine